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# Television and Online Content

## JULY 2005

- ⊕ Live coverage of the 2005 Tour de France
- ⊕ SBS broadcasts the first test of the 2005 Ashes Test Series
- ⊕ Award-winning Indigenous drama series 'Dramatically Black' screens
- ⊕ Series of documentaries on Vietnam War 30th Anniversary
- ⊕ Major Tour de France website launched
- ⊕ Full news and statistical service for the 2005 Ashes website launched
- ⊕ Digital Video Broadcast to Handheld trial commenced with SBS Television

## AUGUST

- ⊕ SBS broadcasts the 2nd, 3rd and 4th Ashes test matches
- ⊕ Coverage of the IAAF World Athletics Championships from Helsinki
- ⊕ Swapping Lives website launched as a 10-week serialised online documentary

## SEPTEMBER

- ⊕ SBSi commissions Indigenous drama series, *The Circuit*
- ⊕ Premiere of three-part documentary series 'Divorce Stories'
- ⊕ Live coverage of the fifth and final Ashes test series
- ⊕ Danish crime drama *Unit One* begins on Friday nights
- ⊕ Launch of Australian documentary hubs 'Storyline Australia' and 'Inside Australia'
- ⊕ Series of contemporary Japanese animation films from Hayao Miyazaki

## OCTOBER

- ⊕ Documentary *Swapping Lives* premieres in 'Storyline Australia'
- ⊕ *Betelnut Bisnis, Jewboy and Vietnam Symphony* screen at the Pusan International Film Festival
- ⊕ Indigenous Digital Media internship held in Sydney to produce Torres Strait Island online content

## NOVEMBER

- ⊕ Terrorism Special documentary series in 'Cutting Edge', *The Power of Nightmares* and *The New Al-Qaeda*
- ⊕ Live broadcast of the World Cup qualifier games between Australia and Uruguay
- ⊕ *Look Both Ways* wins four AFI Awards and three IF Awards
- ⊕ *The Mysterious Geographic Explorations of Jasper Morello* wins two AFI Awards and IF Award
- ⊕ *Jewboy, John Safran vs God, Jabe Babe and Vietnam Symphony* win seven AFI Awards between them; *Jabe Babe* and *Green Bush* both win IF Awards
- ⊕ Live Internet audio and radio streams of World Cup qualifier for *The World Game* and *SBS Radio* websites.
- ⊕ SBS Online registers 6.9 million page impressions

## DECEMBER

- ⊕ Multicultural series *Here Comes the Neighbourhood* premieres
- ⊕ *RAN (Remote Area Nurse)* website and *Strait Up* cross-platform launched
- ⊕ *Speaking in Tongues* Australia's first video podcast

## JANUARY 2006

- ⊕ Landmark drama series *RAN (Remote Area Nurse)* premieres

## FEBRUARY

- ⊕ *The Mysterious Geographic Explorations of Jasper Morello* nominated for an Academy Award
- ⊕ Launch of *Going Bush* with Deborah Mailman and Cathy Freeman
- ⊕ 'Fresh Australian Drama' season launch with premieres of *Jammin in the Middle E*, *Stranded*, *Jewboy*, *The Heartbreak Tour*, and *The Glenmoore Job*
- ⊕ *Swapping Lives* wins Australian Interactive Multimedia Association (AIMIA) award

## MARCH

- ⊕ SBSi receives 1,750 scripts for new interstitial drama series *Marx and Venus*
- ⊕ SBS secures the exclusive rights to the 2010 and 2014 FIFA World Cups
- ⊕ *The Movie Show* video podcast launched

## APRIL

- ⊕ SBS screens a season of Bollywood films in the 'Showcase Movie' slot
- ⊕ Launch of *Song for the Socceroos* and *Nerds FC*
- ⊕ *Freeload* user-generated multimedia platform launched

## MAY

- ⊕ SBS broadcasts the *Eurovision Song Contest*
- ⊕ *Ten Canoes* Un Certain Regard screening at Cannes and wins the Special Jury Prize
- ⊕ *Look Both Ways* special screening at 45th International Critics' Week at Cannes
- ⊕ The World Game '2006 World Cup Edition' website launched
- ⊕ SBS websites register 7.6 million page impressions
- ⊕ SBS combined Podcasting site launched

## JUNE

- ⊕ Landmark documentary series *First Australian Nations* begins production
- ⊕ *Ten Canoes* opens the Sydney Film Festival and screenings of *Making Ten Canoes*, *Footy Chicks* and *Green Bush*
- ⊕ Six-part multicultural series *Major Crime* commissioned
- ⊕ SBS presents live and exclusive coverage of the 2006 FIFA World Cup
- ⊕ Premiere of *Johnny Warren's Football Mission*
- ⊕ SBS Online achieves first monthly audience of 1 million
- ⊕ SBS website registers 15.8 million page impressions

# TELEVISION

## AUSTRALIAN PROGRAMMING

### Programs commissioned by SBS Independent

In 2005-06, SBS Independent (incorporating the former Local Production unit) commissioned 367.5 hours of prime time documentaries, dramas and entertainment series (see Appendix 7). Since its establishment in 1994, SBSi has commissioned almost 1,200 hours of original Australian programming.

A total of 478 hours of SBSi-commissioned programs were broadcast on SBS Television during the year, including first run and repeat broadcasts.

The success and critical acclaim of SBSi dramas, documentaries and entertainment series continued both nationally and internationally with SBSi-commissioned programs winning 82 awards in 2005-06 (including 13 prestigious AFI awards and seven IF awards), with more than 75 screenings at film festivals around the world (see Appendix 15).

#### Drama

The feature films, *Ten Canoes* and *Look Both Ways*, were selected for screening at the Cannes Film Festival 2006, at which *Ten Canoes* won the Special Jury Prize. The half-hour animation, *The Mysterious Geographic Explorations of Jasper Morello*, nominated for both an Academy Award and a BAFTA, won 13 awards worldwide.

SBS audiences were treated to three new programs: the landmark drama series *RAN* (Remote Area Nurse); a series of Indigenous dramas titled 'Dramatically Black', and 'Australian Fresh Drama'; and a season of short multi-award winning feature films comprising *Jammin in the Middle*, *E*, *Stranded*, *Jewboy*, *The Heartbreak Tour*, *Martha's New Coat*, *The Glenmore Job* and *Roy Hollsdotter Live*.

Award winning feature films broadcast on SBS included *Beneath Clouds*, *The Tracker*, and *Walking on Water*.

The drama series *The Circuit*, which follows a travelling magistrate's court in Western Australia, began production in Broome in June 2006. Scripts for another new series, *Major Crime*, were delivered and production financing is well advanced.

The 25-part, five-minute series, *Marx and Venus*, was commissioned for production and the best 25 scripts, among 1,750 received in an Australia-wide call-out, have been chosen. Production in Western Australia will begin in the second half of 2006. A new 13-part, 25-minute series, *Kick* has also been commissioned for production.

#### Comedy

With the success of the AFI award-winning comedy series, *John Safran vs God*, SBSi commissioned the series, *Speaking in Tongues* (broadcast November-December 2005) and in 2006 commissioned for development the series *John, Hurt* which follows the comedian's search for love.

From Paul Fenech, the creator of *Pizza*, SBSi commissioned four new comedy series: *Pizza*, series five; a new series, *Peak Hour*; and two specials, *Da Vinci Cup* and *World Record*. A new comedy series *Wilfred* has completed production.

#### Documentary

In 2005-06, the one-hour documentary strand 'Storyline Australia' (Thursdays 8.30pm) showcased many critically acclaimed programs including a three-part special, 'Divorce Stories', featuring unprecedented access to the Family Court of Australia and the Federal Magistrates' Court, and two one-hour specials: *Abortion*, *Corruption* and *Cops - The Bertram Wainer Story* and *Johnny Warren's Football Mission*.



Johnny Warren played for Australia in 1974

Other programs included the multi-platform program shot in Indonesia and Australia, *Swapping Lives*; the story of cancer patients seek health through song, *Opera Therapy*; the Indigenous history, *Pioneers of Love*; an examination of the aftermath of the Cronulla riots on Australian-Lebanese, *After Cronulla*; and four documentaries commemorating the end of the Vietnam War.

The half-hour documentary slot 'Inside Australia' (Wednesdays 7.30pm) featured short series such as *Going Bush* (six episodes); *Submariners* (six episodes); *Heat in the Kitchen* (four episodes); *Stock Squad* (four episodes); and *Give Me a Break* (four episodes) and one-off documentaries such as *Wedding Sari Showdown*, *The Prodigal Son* and *Fair Dinkum Manjit*.

The four part series 'Loved Up', funded with the National Indigenous Documentary Fund (NIDF 6), featured the documentaries, *The Lore of Love*, *Endangered*, *Yellow Fella* and *Dream of Love*. A second series of *Going Bush* was commissioned for production in 2006-07.

*Jabe Babe*, an exploration of Marfan syndrome which was broadcast as a one-hour special in the 'Hot Docs' strand, won the IF Award for Best Documentary and the AFI Award for Best Direction in Documentary.

The feature length documentary, *Unfolding Florence*, by acclaimed director Gillian Armstrong, premiered at the 2006 Sydney Film Festival.

*Who Do You Think You Are?*, a landmark genealogical documentary series, was commissioned for delivery in 2007. A feature documentary, *Night*, by Indigenous director Lawrence Johnston, is currently in production and another feature length documentary, *Not Quite Hollywood*, about the history of Australian genre and exploitation movies, was commissioned.

**"FANTASTIC, FANTASTIC,  
FANTASTIC! YOUR FOOTBALL  
COVERAGE IS AMAZING.  
CONGRATULATIONS SBS."**

## **Factual Entertainment/Entertainment Series**

The fifth series of *Food Lovers' Guide to Australia*, hosted by Joanna Saville and Maeve O'Meara, went to air on Wednesday nights at 7.30pm. The program won the award for Best Food/Drink TV Show at the 2005 World Food Media Awards. A new 13-part series called *Food Safari*, to be hosted by Maeve O'Meara, is currently in production for broadcast late in 2007.

The final series of *The Movie Show*, presented by Jamie Leonarder, Megan Spencer, Fenella Kernebone and Marc Fennell, completed production in May 2006. *The Movie Show* online site is being expanded and will utilise the program's extensive archives.

A new multicultural magazine program, *Here Comes the Neighbourhood*, was broadcast in 2005-06. A second series has been commissioned for broadcast in the second half of 2006.

The in-house produced weekly program, *Hotline*, continued to present viewer feedback, both complimentary and critical.

*The Two of Us*, a 13-part half-hour series based on the regular Good Weekend column of the same name, was commissioned for broadcast in 2006-07.

Entertainment series commissioned in 2005-06 included: series two and three of the highly successful music show *RocKwiz*; a second series of *In Siberia Tonight* and the Ashes chat show, *Under the Grandstand*. Two special series, *Nerds FC* and *Song for the Socceroos*, were commissioned by SBSi and broadcast in the lead up to the 2006 FIFA World Cup.





Over eight episodes the 14-member Nerds FC captured the hearts of Australian viewers

## SBSi Indigenous Productions

SBSi maintained its strong support of Indigenous productions in 2005-06 with the commissioning of a further 14.5 hours of Indigenous programs.

During the year, 17.5 hours of first run Indigenous programs were broadcast on SBS Television, including two drama series, two documentary series and three highly successful feature films, *The Tracker*, *Beneath Clouds* and *Australian Rules* which, between them, have won more than 30 awards.

'Dramatically Black', a series of half-hour dramas (Sundays 7.30pm), showcased the national and international award-winning work of Indigenous filmmakers with *Plains Empty*, *The Djarn Djarns*, *SA Black Thing* and *Green Bush*.

The landmark drama series, *RAN* (Remote Area Nurse), set in the Torres Strait and starring Susie Porter and Charles Passi, was broadcast on SBS Television in January 2006 to great critical acclaim. The program, which was SBSi's most expensive drama series and among its most popular, achieved

66% more viewers than the average 2005 audience for the Thursday 8.30pm timeslot. The series had a strong female profile, with women accounting for over 55% of viewing.

One episode of the four-part Indigenous documentary series *Going Bush*, with Deborah Mailman and Cathy Freeman, produced the highest ratings ever for the Wednesday 7.30pm timeslot. Given the series success, a second series of *Going Bush* was commissioned for production in 2006-07, to be hosted by Cathy Freeman and Anthony Mundine.

SBSi continues to commission the National Indigenous Documentary Fund (NIDF) series in collaboration with the Australian Film Commission's Indigenous Unit. 'NIDF Series Six', featuring the award-winning *Yellow Fella*, was broadcast on SBS Television in May 2006 (Wednesday 7.30pm). The 'NIDF Series Seven' completed production and premiered in a gala presentation at the Sydney Opera House during the Indigenous arts festival Message Sticks 2006. 'NIDF Series Nine' has been commissioned for production.



Production also began on the feature-length documentary, *Night*, by Indigenous filmmaker Lawrence Johnston, the award-winning director of *Eternity* and the feature film *Life*.

A new documentary, *Vote Yes for Aborigines*, was commissioned for development and production by SBSi to celebrate the 40th anniversary of the 1967 referendum which granted citizenship rights to Aborigines. In addition to the one hour documentary, there will be four two-minute short films that tell short, factual stories about the referendum.

The groundbreaking Indigenous documentary series, *First Australian Nations*, began production and is due for delivery in 2007. This eight-part series, which tells the history of Indigenous Australia, will be the most comprehensive program of its kind ever to be shown on television. In their extensive consultations, the producers, Darren Dale and Rachel Perkins, spoke to Aboriginal elders and community members as well as Aboriginal councils, Aboriginal and non-Aboriginal historians, anthropologists, museum curators and archaeologists from all over Australia. The series is a collaboration between the Film Finance Corporation (FFC), the NSW Film and Television Office, ITVS (American Public Broadcaster), the South Australian Film Commission, Screen West, and Film Australia.

In association with the Australian Film Commission, SBSi commissioned 13 five-minute Indigenous interstitials, *A Bit of Black Business*, which aim to provide an opportunity for emerging Indigenous filmmakers to experiment in the short format.



 Some of football's greatest moments captured in  
'More Than Just a Game'

#### **Transmitted Indigenous Programs (First Run)**

**The Tracker**

**Australian Rules**

**Beneath Clouds**

Feature Films (1½hrs)

**Five Seasons**

Documentary 'Storyline Australia' (1 hr)

**The Plains Empty**

**The Djarn Djarns**

**Sa Black Thing**

**Green Bush**

'Dramatically Black' series (4 x ½hrs)

**The Lore of Love**

**Yellow Fella**

**Endangered**

**Dream of Love**

'Dramatically Black' series (4 x ½hrs)

**'Going Bush' (Deborah Mailman and Cathy Freeman)**

Documentary Series (4 x ½hrs)

**'RAN' (Remote Area Nurse)**

Drama series (significant Indigenous content) (6 x 1 hr)

#### **Commissioned Programs**

**My Brother Vinnie**

Documentary 'Inside Australia' (NIDF7)

**The Circuit**

Drama Series (6 x 1 hrs)

**Going Bush with Cathy Freeman and Anthony Mundine**

Documentary Series (4 x ½hrs)

**In Search of Bony**

Documentary, 'Storyline Australia' (1 hr)

**A Bit of Black Business**

Interstitials (13 x 5 mins)

**In My Father's Country**

Documentary, 'Storyline Australia' (1 hr)

**NIDF 9**

Documentary, 'Storyline Australia' (2 x 1 hrs)

**Vote Yes for Aborigines**

Documentary, 'Storyline Australia' (1 hr)

## SBSi and its Federal and State 'Creative Alliances'

### SBSi and Film Finance Corporation Australia

#### SBSi Accords

Abortion Stories  
The Book that Shook the World  
In Search of Bony

Commissioned by SBSi in 2004-05 and financed by FFC in 2005-06

Suburb for Sale  
Do Not Resuscitate  
Buchenwald Ball

#### Non-Accord documentaries

Here Comes Charlie  
The Last Forest  
Fat Chance  
After Cronulla  
NIDF9  
Vote Yes for Aborigines  
Race for the Beach  
All that Glitters  
Not Quite Hollywood  
My Brother Vinnie

#### Documentary Series

Going Bush (Series 2)  
Real Top Guns

#### Drama Series

The Circuit

### SBSi and the Australian Film Commission

#### Dramas (interstitials) co-financed with the Project Development Branch

Podlove  
A Bit of Black Business  
Vote Yes for Aborigines

#### Documentaries co-financed with the AFC Indigenous Branch

My Brother Vinnie, NIDF7  
NIDF9, Project 1 and 2  
Vote Yes for Aborigines

#### Documentaries co-financed with the AFC Project Development Branch

Nurse Maggie  
In My Father's Country

#### Animations

Chainsaw

### SBSi and Film Australia

#### Documentaries series co-financed with Film Australia

Policing the Pacific  
Who Do You Think You Are?  
Downunder Grads

#### Documentary production co-financed with Film Australia

The Fabric of a Dream  
Growing Up and Going Home

### SBSi and Film Victoria

#### Dramas co-financed with Film Victoria

Kick

#### Documentaries co-financed with Film Victoria

My Brother Vinnie, NIDF7  
The Last Forest  
Going Bush (Series 2)  
Halal Mate

#### Animations co-financed with Film Victoria

Chainsaw

### SBSi and New South Wales Film and Television Office

#### Documentaries co-financed with NSW FTO

Elvis Lives in Parkes  
Here Comes Charlie  
Naked on the Inside  
Fat Chance  
Growing Up and Going Home  
Junction House Blues  
In My Father's Country  
Vote Yes for Aborigines  
Global Aging

### SBSi and South Australia Film Corporation

#### Documentaries co-financed with SAFC

Fair Dinka  
Risking it All?  
Is Your House Killing You?

### SBSi and ScreenWest (WA)

#### Documentaries co-financed with ScreenWest

Desperately Seeking Doctor  
Who Do You Think You Are?  
Eco House

#### Drama series co-financed with ScreenWest

The Circuit

### SBSi and Pacific Film and Television Commission (QLD)

#### Documentaries co-financed with PFTC

Elvis Lives in Parkes  
Downunder Grads

## SBSi Transmitted Programs – First Run

A total of 478 hours of SBSi-commissioned programs were broadcast on SBS Television in 2005-06. Of these, 222.5 hours were first run programs. This included drama, documentaries and entertainment programming commissioned by SBSi from the General Production Fund and the Special Production Fund.

### General Production Fund

A total of 193 hours of documentaries, dramas and entertainment series were transmitted in 2005-06, comprising 111 hours of documentary, 79 hours of factual entertainment and entertainment series, and three hours of drama (including comedy).

#### 'Inside Australia' (Half-hour documentaries)

Heat in the Kitchen	Three Sydney restaurants compete for the prestigious 'hats' (4 x ½hr series)
Going Bush with Deborah Mailman and Cathy Freeman	Stories of some big, life-changing decisions. Made by new WA directors in conjunction with Screen West. (3 x ½hr)
Stock Squad	The Stock Squad police investigators track down cattle thieves (4 x ½hr series)
Give Me a Break	Four apprentices try their luck in new jobs (4 x ½hr series)
Wedding Sari Showdown	An Australian-Indian woman marries into a traditional Indian family in Rajasthan
The Prodigal Son	A traditional Macedonian father confronts his gay son after 15 years

#### 'Storyline Australia' (One-hour documentaries)

Operation Babylift	The stories of three Vietnamese babies adopted after Saigon's fall
Vietnam Symphony	In the midst of war the Vietnamese Conservatoire of Music moved underground
Vietnam Minefield	The Australian military's landmines blunder in war-torn Vietnam
Vietnam Nurses	The Army nurses who served in Australia's only field hospital in Vietnam
Black Soldier Blues	WW2 US troops based in Australia confront the 'White Australia' policy
Swapping Lives	Two girls swap countries to experience how the other lives
Pioneers of Love	The epic love story of a Russian nobleman and his Aboriginal wife (2 x 1 hrs)
Divorce Stories	A personal look at the cause and impact of divorce (3 x 1 hrs)
Opera Therapy	Cancer patients sing their way to health
Five Seasons	The Numurindi people are still guided by the seasons and the Dreamtime
Abortion, Corruption & Cops – The Bertram Wainer Story	The true story of Melbourne's crusading pro-choice doctor
Johnny Warren's Football Mission	The late Johnny Warren's contribution to the rise of soccer in Australia

#### One-hour documentaries

Sydney at War: The Untold Story	The Japanese midget submarine attack on Sydney Harbour in 1942
Jabe Babe: A Heightened Life	Jabe Babe, 188cm tall, suffers from the life-threatening Marfan Syndrome
Super Flu: Race Against a Killer	If today's flu doesn't get us, history tells us that another one will

#### Compiled documentaries

Global Village	The people, places and cultures of the world (½hr series)
Thalassa	French documentary series about people's life connections with the sea (½hr series)

#### Factual Entertainment

Nerds FC	How 14 'nerds' train for three months to become a football team (8 x ½hr episodes)
The Movie Show	Reviews of the latest cinema and DVD releases (48 x ½hr episodes)
Here Comes the Neighbourhood (Series 1)	Pria Viswalingam discovers the people who make up multicultural Australia (10x ½ hr episodes)
The Food Lovers' Guide to Australia (Series 5)	Maeve O'Meara and Joanna Savill explore Australian food (13 x ½hr episodes)



 Song for Socceroos hosts Julia Zemiro, Damien Lovelock and John Foreman and (above) contest winners Freedom of Thought and their anthem 'Green and Gold'

#### Factual Entertainment *continued*

Fork in the Mediterranean (Series 9)	Pria Visawlingam travels to Israel, Gibraltar and Turkey (3 x 1½hr episodes)
Oz Concert 2006	Highlights of the multicultural Australia Day concert in Perth (1 hour)
If Awards 2005	The people's choice awards for Australian films (75 mins)
Ethnic Business Awards 2005	Highlights of the annual Ethnic Business Awards ceremony (1 hour)
Hotline	Electra Manikakis presents viewer feedback (42 5-minute episodes)

#### Entertainment series

RocKwiz (Series 2)	Music quiz with a rock and roll bent (18 1½hr episodes)
Speaking In Tongues	John Safran and Father Bob Maguire chat about religion (12 x 1½hr episodes)
In Siberia Tonight (Series 2)	A very personal tonight show with comedian Steve Abbott (10 40-minute episodes)
Under The Grandstand (Series 1)	Steve Abbott's comedic look at the Ashes Test Series (10 1½hr episodes)
Song for Socceroos	A song writing competition for the Socceroos anthem (7 x 1½hr episodes)
Austen Tayshus Australia Day 2006	An Australian comedian's idiosyncratic view of the nation (1 hour)

#### Comedy Series

Pizza (Series 4)	The final three episodes of the cult favourite (3 x 1½hr episodes)
Pizza Da Vinci Cup	Are the World Cup and the Da Vinci Code connected? (3 x 1½hr episodes)

#### Interstitials

Football Shorts	What football means to many of its most ardent Australian fans (5 x 2 mins)
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## **Special Production Fund**

A total of 29.5 hours of documentary and drama were commissioned under the Special Production Fund. There were 22 hours of drama, which included three separate series and five films, and 7.5 hours of documentaries.

### **'Inside Australia' (Half-hour documentaries)**

Submariners (Series 1)	Onboard one of Australia's controversial Collins Class submarines (6 x ½hr series)
Yellow Fella	A personal journey into the life of Aboriginal, Tom Lewis
Endangered	Is there a scarcity of eligible male Aborigines?
The Lore of Love	At Yuendumu in the 1970s love among mixed couples was risky
The Dream of Love	A filmmaker examines the romantic aspirations of his family
Fair Dinkum Manjit	The patriotic ambitions of a fair dinkum, singing Indian cabbie

### **'Storyline Australia' (One hour documentaries)**

The Big Lie	A cancer struck working-class mother of four sues a tobacco company
Pizza Da Vinci Cup	Are the World Cup and the Da Vinci Code connected? (3 x ½hr episodes)

### **One Hour Documentaries - Special**

Habibi Jammin	The Making of 'Jammin' in the Middle E
Fair Dinkum Manjit	The patriotic ambitions of a fair dinkum, singing Indian cabbie

### **Drama Series**

RAN (Remote Area Nurse)	A nurse battles for acceptance on a Torres Strait island (6 x 1 hr series)
'Dramatically Black' (4 x ½hr series)	
Green Bush	DJ Kenny realises his job is more than playing music
Sa Black Thing	A three-day mystery flight changes Clint forever
The Djarn Djarns	The friendships and cultural affinity of four young boys
Plains Empty	Sam's isolated life in a mining camp is about to change
'Fresh Australian Drama' Season (5 x 1 hrs)	
Jammin in the Middle E	An Australian-Arab comedy about families, food and rap
Stranded	A girl tries to cope after the death of her mother
Jewboy	A young man searches for his place in the world
The Heartbreak Tour	Girlfriends revisit the venues of their romantic disasters
The Glenmoore Job	Fresh out of prison, Warren does one last job

### **Feature Films**

Australian Rules	The story of 16-year-old Gary Black
The Tracker	The hunt for a fugitive in the Australian outback
Beneath Clouds	A teenage girl's search for identity
You Can't Stop the Murders	A series of murders rattles a small town
Walking On Water	How people deal with loss and grief

### **Animation**

The Mysterious Geographic Explorations of Jasper Morello	A disgraced aerial navigator begins a desperate voyage of redemption (1 x ½hr)
Medusa	Medusa's blind date with Eric spells trouble (3 mins)

### **Interstitials**

One Minute to Midnight (Series 1)	Being old doesn't mean you can't have an opinion (13 x 1 min)
Frocks Off (Series 1)	The transformative power of frocking up (12 x 4 mins)

## Sport

SBS's coverage of the FIFA World Cup was the most successful ever. Beginning 10 June 2006 with a live broadcast of the opening ceremony, SBS's coverage continued throughout the month. By the end of the financial year, and with more matches to be played, SBS had broadcast 185 hours of World Cup programming, including live matches, the prime time highlights program and match replays. For the first time, the event was broadcast in widescreen, with a separate and dedicated enhancement channel provided on SBS Digital 33.

Compared with 1998, when the World Cup was played in a similar time zone, average audience numbers for the 2006 championship grew by 34%. The Australia vs Italy game, at 1am, broke late night viewing records and became the second most watched program ever broadcast on SBS, behind the World Cup Qualifier which ran in prime time.

The SBS World Cup coverage was also broadcast into several Oceania countries under SBS's broadcast agreement with FIFA.

In the lead up to the World Cup, SBS broadcast all eight matches played by the Socceroos in the team's qualifying matches. The crucial deciding match against Uruguay was the highest rating program in SBS's history. The audience peaked at 4.6 million viewers nationally.

The current SBS rights contract for Socceroo matches expires 31 December 2006. From the beginning of 2007, Socceroo matches will be televised exclusively on pay television until the end of 2013.

SBS Television's coverage of all five test matches of the 2005 Ashes tour brought record audiences to SBS. The cumulative audience reach for the entire series was 8.5 million in capital cities and approximately 3.5 million in regional areas. The final test saw an all time record prime time share of 21% on the last day of play.

For the first time, SBS's coverage of the Tour de France included live coverage of all 21 stages of the world's biggest cycling tournament. These broadcasts, coupled with the nightly highlights program, almost doubled the previous year's average audience overall.

Under its partnership with the sport's national body, Cycling Australia, SBS broadcasts all three major national championships – road, track and mountain – over its longest cycling season ever.

## Major Rights Acquisitions

In March 2006, SBS secured the exclusive rights to the FIFA World Cup South Africa 2010 and FIFA World Cup 2014. The agreement includes all FIFA events for eight years from 2007 to 2014, including the Confederations Cups and the Women's World Cups, with a total of 32 world championship events over the term.

SBS also is negotiating to renew the contract for the rights to the UEFA Champions League, the world's premier club competition, for the next three seasons until 2009.

In an extension of its relationship with the Tour de France, SBS secured the mobile telephony and online rights to the tournament, ensuring greater content and choice for its audiences.





## Top 20 Sporting Events 2005-06

Programs	Total People 000s
1 World Cup Qualifier: Australia vs Uruguay (above)	2,484
2 World Cup: Italy vs Australia Round of 16	2,297
3 World Cup: Australia vs Japan	2,166
4 World Cup: Croatia vs Australia	1,881
5 Football: Australia vs Greece	1,636
6 World Cup: Brazil vs Australia	1,549
7 Ashes Test Series: 2nd Test (Day 4 Session 1)	1,086
8 Ashes Test Series: 5th Test (Day 5 Session 2)	1,051
9 Ashes Test Series: 1st Test (Day 3 Session 1)	964
10 Ashes Test Series: 4th Test (Day 1 Session 1)	938
11 Ashes Test Series: 3rd Test (Day 1 Session 1)	938
12 World Cup: England vs Paraguay	897
13 World Cup Qualifier: Uruguay vs Australia	671
14 World Cup: Serbia & Montenegro vs Netherlands	630
15 Football: Netherlands vs Australia	586
16 World Cup: Japan vs Croatia	547
17 World Cup: Japan vs Brazil Delayed	508
18 World Cup: Argentina vs Serbia & Montenegro	487
19 World Cup: Portugal vs Iran	474
20 World Cup: Germany vs Argentina Quarter Final	451

\* Only the top rating Ashes session per test match is shown.

## INTERNATIONAL PROGRAMMING

SBS broadcast 3,229 hours of subtitled international programs on its principal analogue service in 2005-06. First-run programs subtitled by SBS during the year totalled 564.5 hours. Further subtitling occurred for Dateline (9 hours), SBSi (5.7 hours) and sports and other programming (5.3 hours). Captioning for the hearing impaired totalled 370 hours and 51 hours of programs were re-narrated.

## Documentaries

More than 580 hours of international documentaries were broadcast. Audience numbers grew, attracted by strong world events programming in the 'Cutting Edge', a compelling line up of historical documentaries and the introduction of a new science documentary strand on Sunday evenings.

Highlights of the 'Cutting Edge' timeslot (Tuesdays 8.30pm) included a Special on Terrorism that presented two different viewpoints. The two three-part documentary series – the award-winning BBC series, *The Power of Nightmares* and *The New Al-Qaeda* from Channel 4 – were shown consecutively over two weeks in November 2005.

SBS's historical strands were well represented through new series including a special season in 'Lost Worlds' exploring key women in history (Marie Antoinette, Dangerous Liaisons: Famous Mistresses). 'Lost Worlds' documentaries that proved most popular with audiences included *Secrets of the Maya Underworld*, the three-part documentary series, *Ancient Discoveries*, and *The Secrets of the Mary Rose*. Historical events covered in 'As It Happened' (Saturdays 7.30pm) included the sinking of the Kursk submarine (*The Kursk: A Submarine in Troubled Waters*), the chemical explosion in Bhopal (*One Night in Bhopal*), as well as a continuing series on World War II.

The new 'Science' strand (Sundays 8.30pm) exceeded expectations with a range of eclectic documentaries including a mini-season on Einstein, innovative approaches to biological science (Dr Tatiana's Sex Advice to All Creation), and a major series examining the pharmaceutical industries (Global Health).

## Popular Science

Mythbusters continued to win large audiences in the 'Popular Science' timeslot (Mondays 7.30pm). *Top Gear* also proved successful in this timeslot, with the quirky car show attracting a broad audience.

## Drama

SBS continued to showcase high quality drama from around the world. The Austrian crime series, *Inspector Rex* (Thursday 7.30pm) remained the audience favourite. Other popular dramas were the British series, *Shameless* and *Funland* and the fifth and final series of the US drama *Queer as Folk* (Mondays at 10pm); the Emmy Award-winning Danish crime drama, *Unit One* (Fridays 8.30pm); and the Belgian drama *Russian Dolls* (Fridays 10pm).

## Entertainment

Cook-off cult classic, *Iron Chef*, continued to enthrall viewers with its mix of game show and cooking show elements. On Monday nights, animated comedy continued with new episodes of *South Park* and the new series, *Drawn Together*. Friday nights at 7.30pm was home to travel shows as diverse as *Tribe*, *Holidays in Places that Don't Exist*, and *The Hairy Bikers Cookbook*.

## Feature Films

'Sunday Showcase' (9.30pm) was host to a number of successful movie seasons. Highlights included a season of SBSi-funded features including *Beneath Clouds* and *The Tracker*, as well as a Bollywood season, with the cricket-themed and Oscar nominated *Lagann: Once Upon a Time in India* proving to be the most popular.

The 'Festival Movie' slot (Wednesday 10pm) hosted a number of seasons related to international festivals, genres and world cinema. As well as work from the UK (*24 Hour Party People*, *Morvern Callar*) and the American independent sector (*Donnie Darko*, *The Virgin Suicides*), highlights included an exciting collection of contemporary Japanese animation from Hayao Miyazaki including *Laputa: Castle in the Sky*, *Nausicaa of the Valley of the Winds*, and *Spirited Away*. Other 'Festival Movie' titles included *All About My Mother* (Spain), *Beijing Bicycle* (China), *The Circle* (Iran), *In the Mood for Love* (Hong Kong), *The Magdalene Sisters* (Ireland) and *The Piano Teacher* (France).

The Tuesday movie continued to provide feature films in a diverse range of languages, from Fijian and Kurdish to Macedonian and Arabic.

## Specials

During the 2005 Ashes series and the 2006 FIFA World Cup, SBS broadcast a series of documentaries, films and entertainment programs to complement its live television coverage. In May 2006, SBS broadcast the song contest and cult event, *Eurovision Song Contest 2006* and the 2006 New Year's Day Concert from Vienna.

'Masterpiece' (Saturdays 1pm) continued its quest to showcase the best in the performing arts. Among the musical highlights were: *Cosi fan Tutte* from Berlin's State Opera; James Morrison's *From Mozart to Morrison*; and the International Emmy award-winning *Holocaust, a Music Memorial Film* from Auschwitz. In the visual arts, there were profiles of video artist Bill Viola and Impressionist Camille Pissarro.

## SBS Attendance at Film Festivals and Markets

### National

Melbourne Film Festival

Australian International Documentary Conference, Melbourne

St Kilda Film Festival

Sydney Film Festival

### International

Banff World Television Festival, Canada

BBC Showcase, Britain

Berlin Film Festival, Germany

Brazil Film Market

Clermont-Ferrand Short Film Festival, France

French TV Screenings

Gothenberg Film Festival, Sweden

Guadalajara Film Market, Mexico

Guangzhou Documentary Conference, China

Hong Kong Film Mart

Hot Docs, Canada

International Documentary Film Festival, the Netherlands

London Film Festival, Britain

MIPCOM TV Market, France

MIPDOC, France

MIP-TV Market, France

Netherlands Film Festival

RAI Trade Screenings, Italy

Rotterdam Film Festival, The Netherlands

Sithengi, Cape Town, South Africa

Sunny Side of the Doc, France

Thessaloniki Film Festival, Greece

Toronto Film Festival, Canada

World Congress of History Producers, Italy

## AUDIENCES

In 2005, the number of people watching SBS Television on average each week increased to 5.44 million in the five mainland capital cities (Sydney, Melbourne, Brisbane, Adelaide and Perth) and to 2.71 million people in regional areas. This growth in average weekly reach was particularly strong as a result of the 2005 Ashes Test Series broadcast in July-August 2005. SBS Television's share of free-to-air viewing in the five capital cities between 6pm and midnight was a record 6.4%, exceeding the previous record set in 2002, a FIFA World Cup year.

### Audience Share

SBS's prime time (6pm-midnight) share of People 16+ was 6.4% in 2005, compared with 5.1% the previous year. This is the highest annual share result for SBS, helped by the 2005 Ashes Series and the Australia vs Uruguay World Cup Qualifier.

#### People 16+, five capital cities, 6pm to midnight

Year	Audience Share
2002	5.3%
2003	5.1%
2004	5.1%
2005	6.4%

### Average Weekly Reach

In 2005, the average weekly reach for SBS Television in the five mainland capital cities was 5.44 million people, up from 4.93 million people in 2004. In regional areas, SBS reached 2.71 million people on average each week, compared with 2.3 million in 2004. These figures do not include viewers in Darwin and SBS's 341 self-help transmitter sites where audience reports are not available.

#### Five capital cities, Sun-Sat, 24 hours, all people (000s)

Year	Five Capital Cities	Regional
2002	5,401	2,239
2003	4,975	2,296
2004	4,930	2,302
2005	5,443	2,713

## Weekly Reach by Market

### Sun-Sat, 24 hours, all people (000s)

	2003	2004	2005
<b>Five Capital Cities</b>			
Sydney	1,564	1,546	1,660
Melbourne	1,444	1,439	1,511
Brisbane	828	832	1,628
Adelaide	517	506	950
Perth	622	606	641
<b>Cities total</b>	<b>4,975</b>	<b>4,930</b>	<b>5,444</b>

### Regional\*

	2003	2004	2005
NSW regional	1,187	1,214	1,397
VIC regional	404	432	532
QLD regional	503	461	583
Tasmania	202	196	201
<b>Regional total</b>	<b>2,296</b>	<b>2,302</b>	<b>2,713</b>

\* 2003 and 2004 based on SBS local signal only. 2005 based on SBS local and spill.

### SBS TV and all Free-to-Air Television

In 2005, the number of people watching SBS increased at a greater rate than for the free-to-air market. Whereas total free to-air average weekly reach grew by 2%, from 12.04 million in 2004 to 12.27 million in 2005, SBS's average weekly reach rose from 4.93 million in 2004 to 5.44 million in 2005, an increase of 10%.

### Five capital cities, Sun-Sat, 24 hours, all people (000s)

Year	SBS	All FTA
2003	4,975	12,296
2004	4,930	12,037
2005	5,443	12,265

## Weekly Reach by Key Demographics

In 2005, SBS increased its reach across all demographics. Growth was highest among women. SBS reached 2.27 million Women 18+ on average each week compared with 2.04 million in 2004.

### Five capital cities, Sun-Sat, 24 hours reach 000s

Demographic	2003 000s	2004 000s	2005 000s
People under 40	2,230	2,158	2,393
People 40+	2,745	2,772	3,051
<b>Total</b>	<b>4,975</b>	<b>4,930</b>	<b>5,444</b>
Men 18-39	872	854	914
Men 40-54	667	658	699
Men 55+	771	781	875
<b>Men 18+</b>	<b>2,310</b>	<b>2,293</b>	<b>2,487</b>
Women 18-39	703	702	789
Women 40-54	564	538	601
Women 55+	740	799	876
<b>Women 18+</b>	<b>2,007</b>	<b>2,040</b>	<b>2,266</b>



 SBS reached 914,000 males aged 18-39 on average each week in 2005

## Viewing by Ethnicity

Percentage of population reached by SBS Television in an average week

### 24 hour, Sun-Sat reach %

Five Capital Cities	2001	2002	2003	2004	2005
Born overseas in a non-English speaking country	54%	56%	56%	54%	50%
Born in Australia or in an overseas English speaking country	54%	56%	56%	54%	50%
<b>Total people</b>	<b>39%</b>	<b>41%</b>	<b>38%</b>	<b>36%</b>	<b>39%</b>

### Regional Areas (Regional data not available prior to 2005) 2005

Born overseas in a non-English speaking country	56%
Born in Australia or in an overseas English speaking country	43%
<b>Total people</b>	<b>43%</b>

## Top 50 Programs 2005-06

	Programs		Total people 000s
1	World Cup Qualifier: Australia vs Uruguay	World Cup Qualifier	2,484
2	2006 FIFA World Cup: Italy vs Australia	World Cup	2,297
3	Football: Australia vs Greece	Sport	1,636
4	The 2005 Ashes Test Series (2nd Test)	Ashes Series	1,086
5	Mythbusters	Popular Science	1,008
6	World News Australia Late	News	690
7	Under The Grandstand	Variety	617
8	Football: Netherlands vs Australia	Sport	586
9	2006 FIFA World Cup Highlights (Ep 8)	Sport	545
10	Secrets of the Maya Underworld	Lost Worlds	526
11	South Park	Comedy	513
12	Top Gear	Entertainment	511
13	Pizza	Comedy	499
14	The Meth Epidemic	Cutting Edge	493
15	Inspector Rex (Rpt)	Drama series	479
16	Enemy Image	Cutting Edge	477
17	David Beckham	Documentary	473
18	World War 2 In Colour	As it Happened	470
19	Piracy in the Straits	Cutting Edge	470
20	Ancient Discoveries	Lost Worlds	463
21	Eurovision Song Contest 2006 (Final)	Special	462
22	The Secrets of the Mary Rose	Lost Worlds	458
23	Leonardo's Dream Machines (Rpt)	Lost Worlds	456
24	The World Cup Show	Sport	455
25	King Solomon's Tablet of Stone	Lost Worlds	452
26	Karakum: A City Under the Sand	Lost Worlds	437
27	The Pacific War In Colour	Documentary	420
28	The Mystery of the Human Hobbit	Science	418
29	Tour de France 2005 (Stage 20)	Sport	415
30	The Power of Nightmares	Cutting Edge	412
31	Dangerous Liaisons: Famous Mistresses	Lost Worlds	410
32	World News Australia	News	409
33	The Storm	Documentary	408
34	Someone's Watching	Cutting Edge	406
35	France's War: In Colour	Documentary	403
36	Intelligent Design	Cutting Edge	403
37	Einstein's Unfinished Symphony	Science	398
38	Dr Tatiana's Sex Advice to all Creation	Science	397
39	The Dark Secret of Hendrik Schön	Science	395
40	The New Al-Qaeda	Cutting Edge	394
41	Great Escape	As it Happened	392
42	The Normans: A Dynasty that Shaped the World (Rpt)	Lost Worlds	391
43	RAN (Remote Area Nurse)	Drama series	391
44	Marie Antoinette	Lost Worlds	385
45	Iron Chef	Variety	381
46	New Orleans: Anatomy of a Disaster	Science	377
47	Extraordinary People	Documentary Series	376
48	Metropolis: The Power of Cities (Rpt)	Documentary	375
49	The Wave that Shook the World (Rpt)	Cutting Edge	373
50	In Search of the Perfect Penis	Documentary	369

\*Titles are included only once, with only the top rating episode from a series or sporting event (including the FIFA World Cup and the Ashes series) represented.

## ONLINE

The Digital Media unit expanded SBS's online presence and connection with its audience through six major initiatives during the year. These were to:

- ④ Deliver more digital content across more platforms;
- ④ Increase audio and video services online;
- ④ Expand interactivity for audiences;
- ④ Improve and increase user-generated content;
- ④ Provide more efficient delivery of advertising; and
- ④ Improve the publishing infrastructure.

These initiatives ensured a greater, more involved audience for all major broadcast sites, information services, and digital content services.

Under its domain, [www.sbs.com.au](http://www.sbs.com.au), SBS maintains more than 130 websites that deliver content for the five major publishing portfolios – News and Current Affairs, Sport, Entertainment, Documentary and Radio. The online television guide is the most accurate and up to date information on all SBS programs.

Traffic to all SBS websites increased in 2005-06, continuing the annual trend of the past five years.

In June 2006, during the FIFA World Cup, a record 15.8 million page impressions were recorded. In the same month, SBS Online registered a record 1.04 million unique users. The number of unique users visiting SBS Online has grown 31% each year since 2002.

### **sbs.com.au**

The SBS homepage was re-designed during the year in order to better present its ever-increasing range of multimedia services. As the only place where information about all aspects of SBS is readily available, [www.sbs.com.au](http://www.sbs.com.au) now offers better content convergence across Television, Radio and Online, and increased availability of video and audio services.

Among the major sites, the World News Australia website is the second biggest with a host of daily video and audio content and a vast range of text resources. Details of this website [www.worldnewsaustralia.com.au](http://www.worldnewsaustralia.com.au) have been included in the News and Current Affairs section of the Annual Report.

## Sport

The World Game at [www.theworldgame.com.au](http://www.theworldgame.com.au) is the most popular soccer website in Australia and in February it received the ratings-based online industry Hitwise Award for 'Best Soccer Site'.

In the lead-up to the World Cup, the site was re-designed and re-launched with greater editorial capacity and interactive features in order to ensure its continued market leadership for football news and information.

In May, the '2006 World Cup Edition' of the site was launched. It included a Socceroos feature site, tournament background material, team and player profiles, live scoring data, email newsletters, mini video documentaries profiling each team, picture galleries, interactive games, competitions, on-the-road and analytical blogs, TV schedules, and, during the tournament, up to 50 news items per day.

In addition to supporting the SBS Television broadcasts, the site provided the most comprehensive online coverage of the tournament in Australia, and regularly registered over half a million page impressions per day.

For the 2006 Tour de France, SBS online hosted the official Australian website for the event at [www.sbs.com.au/tdf](http://www.sbs.com.au/tdf). A significant part of the rights package was the ability to exclusively broadcast the event through broadband video in Australia.

SBS Digital Media built an extensive multimedia site, with the capacity to deliver daily video highlights, totalling more than three hours per week. The site also provided live data feeds throughout each stage, as well as ongoing news coverage, photo galleries, interactive maps, expert blogs, forums and full statistical analysis.

For the duration of the event the site registered 1.3 million page impressions. The flagship interactive content – including the video, maps and photos – registered 1.1 million page impressions. SBS has the online video rights for the next two years, and the site has been built with the capacity to more fully exploit the annual event.

A comprehensive news and results site at [www.sbs.com.au/ashes](http://www.sbs.com.au/ashes) was produced by SBS Digital Media to support SBS's television coverage of the 2005 Ashes series.

The site featured breaking stories, live data scorecards, full team lists and player career statistics, history features and trivia, documentary video, live chats with commentators, voting polls and competitions. During the series, the site registered more than one million page impressions, with 25,000 comments posted on the online forums.

The SBS Sport site at [www.sbs.com.au/sport](http://www.sbs.com.au/sport) continued to act as a portal and cross-promotional tool for all SBS sports coverage online. The site contains video features from the nightly World Sport bulletin, feedback areas and comprehensive broadcast schedules.

## Entertainment

SBS Online produced a variety of websites to expand and extend the diverse programming range of SBS Television.

The major television series such as RAN (Remote Area Nurse), The Movie Show, Speaking in Tongues, Mythbusters, Nerds FC, Song for the Socceroos, Eurovision Song Contest, Under the Grandstand, RockWiz, In Siberia Tonight and Pizza were all supported with original online content , including:

- ⊕ Episode synopsis and broadcast schedules;
- ⊕ Live chats and forums;
- ⊕ Audio and video highlights packages;
- ⊕ Voting polls and competitions;
- ⊕ Reviews and recipes;
- ⊕ Interactive games;
- ⊕ Viral marketing;
- ⊕ Email newsletters; and
- ⊕ SMS voting and alerts.

## Documentary

To extend one of SBS Television's major content areas, SBS Digital Media supported the television documentary strands Storyline Australia [www.sbs.com.au/storylineaustralia](http://www.sbs.com.au/storylineaustralia) and Inside Australia [www.sbs.com.au/insideaustralia](http://www.sbs.com.au/insideaustralia) with extensive content-rich sites.

The sites included the Australian Documentaries Forum, which hosted live post-show discussions with the subjects and the creators of the documentaries. These sites also provided detailed production information, interviews with filmmakers and video diaries.

## Radio

The SBS Radio website at [www.sbs.com.au/radio](http://www.sbs.com.au/radio) provides comprehensive details of all 68 language programs and on-demand streaming audio, audience discussion forums, community notice boards and subscription-based newsletters.

In addition to on-demand audio streaming – reaching 90-100,000 audio downloads per month – SBS Digital Media also produced a comprehensive audio podcasting service, for which SBS Radio is the major stakeholder.

Three months after launching the service, 40 language groups had published podcasts and the service was generating more than 15,000 audio downloads per week.

A major website, produced for the SBS Radio youth program, Alchemy, includes audio streaming, audience feedback and discussion, and portal services to new musicians whose works can often feed into on-air programming.

In November, SBS Digital Media broadcast a live Internet radio stream of the Spanish language group's broadcast of the Socceroo vs Uruguay World Cup qualifying match. It was SBS's first webcast of a football match. There were more than 16,000 visits to the broadband webcast which was only available to viewers in Australia and Britain due to rights restrictions in other parts of the world.



 Les Murray in Berlin hosting his sixth World Cup for SBS

## Digital Media: Major Projects

### Audio and Video Podcasting

SBS Digital Media launched a major audio and video podcasting service in 2005-06, expanding SBS's available program platforms. All radio broadcasters can now publish their programs automatically to a podcast website [www.sbs.com.au/podcast](http://www.sbs.com.au/podcast) and subscription feed.

This gives SBS Radio listeners a choice. They can choose to listen to their favourite language programs across three separate platforms, either on radio or over the Internet via audio on-demand streaming or a podcast subscription feed to their MP3 audio players.

The launch of the service, the biggest multilingual podcasting facility in the world, enables the podcasting of 40 language programs a week. There has been an immediate and fast audience take-up with an average 40,000 podcast downloads per month in addition to 100,000 audio stream downloads via the SBS Radio website.

During December and January, Digital Media provided video podcasting of the series, *John Safran Speaking in Tongues*. SBS was the first Australian broadcaster to make an entire television series available on this platform. The weekly service ranked in the top three most popular podcasts on the Australian iTunes website.

Other services included a weekly podcast of *The Movie Show* featuring reviews and entertainment news from the program, a web-exclusive weekly video round-up of the *Nerds FC* series, and a *World Game* audio service providing expert analysis for the duration of the World Cup.

### Strait Up

Straight Up at [www.sbs.com.au/straitup](http://www.sbs.com.au/straitup) is a cross-platform project undertaken by Digital Media, the Pacific Film and Television Commission (PFTC) and Indigenous media production unit, Bush TV.

Designed to support the broadcast of RAN (Remote Area Nurse), the project produced six mini documentaries about life in the Torres Strait (broadcast on SBS) and an extensive site that portrays the culture and traditions of Islander life.

At the core of the production was an Indigenous Digital Media Internship, run by SBS Digital Media, which equipped young Indigenous filmmakers with new software and trained them in multi-platform publishing skills.

## Freeload and Football Shorts

In March, SBS Digital Media launched Freeload [www.freeload.com.au](http://www.freeload.com.au), an online platform designed for the submission of user-generated rich-media such as film, animation, music, photography and text.

With funding from the Tasmanian Electronic Commerce Centre's (TECC) Business Development Fund, the site was developed with a Tasmanian web production company and launched as a platform for young Tasmanian digital media producers.

The screenshot shows the homepage of The World Game website for the 2006 FIFA World Cup. The top navigation bar includes links for 'HOME', 'LIVE', 'AUSTRALIA', 'EUROPE', 'ASA', 'WORLD', 'NEWS', 'PRIVATE PARTNER TABLES', 'PLAYWORLD CUP', 'WORLD GAME', 'MATERIALS', 'OPINION', and 'FORUM'. A search bar and a 'LOG IN' button are also present. The main content area features a large banner for 'THE WORLD GAME 2006 FIFA WORLD CUP™ SPECIAL EDITION' with the tagline 'To Catch Their Eye, Click Here'. Below this, there are sections for 'LATEST NEWS', 'LIVE SCORING APPLICATION', 'RESULTS & FIXTURES', 'GET THESE GREAT FOOTBALL TITLES AT THE SBS SHOP AT DYMOCKS', and 'PHOTO GALLERIES'. On the left sidebar, there are links for 'Team & Tactics', 'Matches & TV Schedule', 'Venues', 'History', 'Tournament Preview', 'Facts', 'MULTIMEDIA' (including 'Puzzles', 'TWO TALK', and 'TWO BLOGS'), and 'PHOTO GALLERIES'. The right sidebar features 'Opinions' with contributions from Les Murray and Tim Vickery, and a 'Your Say' section.

The World Game website registered 15.8 million page impressions in June 2006

The site is now a national destination for user-generated content, and as an exhibition platform it allows users to discuss their works and production techniques. It can also be easily re-branded and used for any SBS Television or Radio program that requires an online submission of content.

The Freeload media platform was used for the cross-platform project, Football Shorts. This collaboration between the Australian Film Television and Radio School (AFTRS), SBSi and SBS Digital produced a series of mini documentaries which were used as television interstitials in the lead up to the World Cup.

## AWARDS

In February, Digital Media's Swapping Lives website won a prestigious Australian Interactive Multimedia Industry Association (AIMIA) award for 'Best Cultural and Lifestyle Website'.

Swapping Lives at [www.swappinglives.com.au](http://www.swappinglives.com.au) was a ground-breaking cross-platform project undertaken by SBS Digital Media and documentary maker, David Goldie. The documentary chronicled the lives of two university-aged women – one from a Christian family in Sydney, the other from a Muslim family in Yogyakarta – who swapped lives for three months.

With the backing of the Department of Immigration and Multicultural and Indigenous Affairs, Digital Media developed a comprehensive online site that featured extensive video diaries, photo galleries, and live chats around a different cultural or social issue each week.

Digital Media also received a silver Promax Award for 'Best Website Design' for the cross-platform My Space project [www.sbs.com.au/myspace](http://www.sbs.com.au/myspace).

Produced in conjunction with the South Australian Film Commission, the project commissioned young filmmakers and multimedia producers to make mini documentaries and complementary interactive material for SBS Television and Online.